

**THE EFFECTIVENESS OF SAMPOERNA A MILD
AND DJIE SAM SOE CIGARETTE TV
ADVERTISEMENT**

A THESIS

**As a Partial Fulfillment of the Requirements for the Sarjana
Pendidikan Degree in English Language Teaching Faculty**



By :

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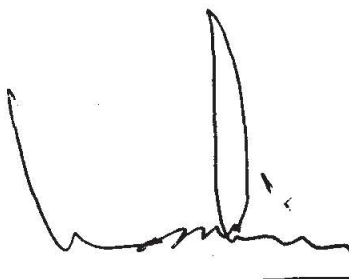
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**IV The Table of Djie Sam Soe Respondents' Answers (Senior High
School Students)**

**IV The Table of Djie Sam Soe Respondents' Answers (University
Students)**

IV The Table of Djie Sam Soe Respondents' Answers (Blue-Collars)

IV The Table of Djie Sam Soe Respondents' Answers (White-Collars)

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ABSTRACT

Agustina, Santi Dewi 2002. The Effectiveness of Sampoerna A Mild and Djie Sam Soe Cigarette TV Advertisement. S1 thesis. The Faculty of Teacher Training. The English Department of Widya Mandala Catholic University Surabaya. Advisors: Drs. M.P. Soetrisno, M.A and Dra. Ruruh Mindari, M.Pd.

Key words: symbol (general definition), symbol (in the advertisements), TV commercial advertisement, advertisement

Advertisement is a crucial part of business. It plays an important role in determining the success of business especially in marketing part. Television is the most effective media for advertisement. There are various styles of language advertising on television to persuade the viewers to purchase a product. However cigarette advertisers are forbidden to show their product on TV advertisement. Therein, the writer is interested in carrying out a study on this issue.

This thesis is aimed at answering two problems, namely: do the respondents recognize the Sampoerna A Mild and Djie Sam Soe cigarette advertisements and do the respondents understand the meaning of the Sampoerna A Mild and Djie Sam Soe advertisements. To answer these problems, the writer utilizes the data concerning the attitude of the consumers by collecting 100 respondents representing 3 group of people based on their educational background and their occupation. Furthermore, the instruments used in this study were questions in the questionnaires as well as questions in the writer's notes to make some interviews. The data from the questionnaires are used to verify the data gained by the notes. The finding of this research will be shown in the form of percentage. The respondents were considered recognizing the advertisement if the percentage of their recognition toward the advertisement is more than 50%. The respondents were considered understanding the meaning of the advertisement if the percentage of their understanding toward the meaning of the advertisement is more than 50%.

The ability of the respondents in group II and group III to recognize the advertisement and to understand the meaning of the advertisements is affected by the segmentation and the positive attitude of the respondents. Group I is alert so that the respondents in group I could recognize the advertisements and could understand the meaning of the advertisements. Although in general group II and group III failed to understand the meaning of the advertisements, the data shows that smokers of both groups were more capable to understand the meaning of the advertisements.

The writer suggests that further research need to be conducted to cover greater number of respondents to increase its validity and reliability.